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**THE EFFECTIVENESS OF EXTENSION
IN REACHING RURAL PEOPLE**

A STUDY OF 765 FARMS IN LOGAN COUNTY, COLO., 1924

By M. C. Wilson, In Charge,
Division of Reports and Efficiency Studies,
Office of Cooperative Extension Work,
U. S. Department of Agriculture

150

Cooperative Extension Work in Agriculture and Home Economics
United States Department of Agriculture and
State Agricultural Colleges Cooperating
Extension Service, Office of Cooperative Extension Work
Washington, D. C.

June 1, 1925

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* The term "farm" as used in this circular refers to the farm and home as an economic unit and to the various individuals comprising the operator's family.

Purpose and Nature of Study

The extension study described in this circular was made by the Office of Cooperative Extension Work in cooperation with the Extension Service of the State Agricultural College of Colorado. It is one of a series of studies made by the Office of Cooperative Extension Work in the various parts of the country to determine the extent to which farmers and farm women are accepting the improved methods taught by the extension service. In addition to recording improved practices adopted on the farms or in the homes as a result of extension effort, information was also obtained relative to the means and agencies employed in extension work that have been influential in bringing about the acceptance of these practices; also relative to the influence of such factors as condition of land occupancy, size of farm, distance from county extension office, participation in extension activities, contact with extension workers and similar factors upon the effectiveness of extension work.

Personal calls were made by representatives of the federal and state extension services to each farm located in the area selected and information obtained from both the farmer and the farm woman wherever possible. (Fig. 1.) No information was obtained from people living in villages or in the open country who did not operate farms.

FARM AND HOME SURVEY OF THE RESULTS OF EXTENSION WORK

Community _____ Farm No. _____ Date _____ Renter _____ Owner _____ Phone _____
 Name _____ Address _____ Size of farm _____
 Type of farming _____ D. Land _____ Irrig. _____ Kind of road _____
 Number in family: Adults _____ Juniors' ages _____ Miles to agents' office _____
 Connection with extension work _____
 Member what farmers' cooperative ass'ns _____ Other Farmers' Assoc. _____
 Extension activities on farm _____
 In home _____
 Other ext. activities attended or participated in _____
 Contacts with Co. Agt. _____ H. D. Agt. _____
 Club Agt. _____ Proj. leaders or Com't'men _____
 What specialists _____

Farm and home practices adopted:	Methods largely responsible (See list below)	Extension agents involved
		C.A. : H.D.A. : Club A: Spec'l
		:
		:
		:
		:
		:
		:
		:
		:

Correspondence (cor.); office calls(o.c.); telephone calls (tel.); farm visits (f.v.); study courses (st.c.); leader training (l.tr.); bulletins (bul.); circular letters (cir.l.); meetings (mtg.); news service (n.s.); extension schools (e.s.); demonstrations: Adult (dem.a.); junior (dem.Jr.); indirect contacts (ind.).

Fig. 1 (a).-Obverse side of questionnaire card used in collecting data.

List below names of members of family who have carried on a junior project.

Name	Present age	Years in work	Project
a.	:	:	:
b.	:	:	:
c.	:	:	:

Training after club work	Present occupation	Present contact with extension work	Standing in community
a.	:	:	:
b.	:	:	:
c.	:	:	:

How has your community benefited through extension work? _____

Suggestions for the improvement of the service: _____

Attitude toward extension work _____

Extension Services of the Colorado State College of Agriculture and of the United States Department of Agriculture cooperating.

Fig. 1 (b).-Reverse side of questionnaire card used in collecting data

Area Included in Study

Logan County was selected for the study. This was the first county in Colorado to cooperate with the State agricultural college in the employment of an extension agent. A home demonstration agent as well as an agricultural agent had been employed several years prior to the making of this study. The area studied comprises the entire southern half of Logan County, including large dry land sections as well as a substantial block of irrigated farms along both banks of the South Platte River. The chief agricultural industries are sugar beet growing on the irrigated lands of the valley and grain farming on the dry plains. Swine raising is an important livestock enterprise on many of the valley and some of the dry land farms. Beef cattle are also important on some farms. Owing to low prices for grain and low yields due to drought, large dry land areas subdivided during and immediately following the war had already been largely abandoned and were gradually being returned to cattle grazing.

Brief History of Extension in the Area

Cooperative extension work in Logan County was inaugurated on October 1, 1912, when D. C. Bascom was appointed as agricultural agent. He was succeeded in 1916 by George C. Burkhalter, who in turn was succeeded by the present agricultural agent, James E. Morrison in 1918. A home demonstration agent was first employed in 1918. Suzanne Thompson continued to serve as home demonstration agent until 1923 when she was succeeded by the present home demonstration agent, Margaret Cochran. A county club agent, Charles W. Stocker, was employed for a few months during the summer of 1922.

For several years, the farm bureau was the farmers' organization in the county cooperating in the conduct of extension work. This organization had ceased to function several years prior to the making of the field study. Since the discontinuance of the farm bureau as a county extension association, the extension agents have gradually been developing an informal system of advisory committees. Only part of the county was organized with such committees at the time the field data were collected during the autumn of 1924.

General Information Relating to Farms Included in Study

Information was obtained from 765 of the 811 farms and homes located in the area. The remaining homes were visited, in some cases several times, without finding any one at home to furnish the information desired. Fifty-seven per cent of the farms were operated by their owners and 43 per cent by tenants. There were 2.2 adults on the average farm. Seventy-six per cent of the farms had children under 21 years of age living on the farm. The number of children on such farms was 3.2. Twenty-five per cent of the farms were located in the irrigated valley and 75 per cent of the farms were located on the dry plains. Forty-six per cent of the homes were equipped with telephones. Thirty-two per cent of the farms were located on improved highways (concrete, macadam, gravel). The average size of farm was 355 acres and the average distance from the county extension office was 16 miles. (Table 1.)

Table 1. - General information relating to farms included in study

Item	Number	Percentage
Farm and home records obtained-----	765	100
Farms operated by owners-----	437	57
Farms operated by tenants-----	328	43
Adults per farm-----	2.2	--
Farms with children under 21 years-----	582	76
Children per farm with children-----	3.2	--
Irrigated farms-----	192	25
Dry-land farms-----	573	75
Average size of farm (acres)-----	355	--
Farms having telephones-----	350	46
Farms located on improved roads-----	246	32
Farms located on unimproved roads-----	519	68
Average distance to county extension office-----	16	--

Membership in Cooperative Association

From the standpoint of number of members, the farmers' union was the leading farmers' organization in the area studied, 13 per cent of the farmers being members of this organization. (Table 2.) The other important farmers' organizations were the grain marketing association with 12 per cent of the farms represented, the beet growers' association with 12 per cent of the farms and the livestock-shipping association with 7 per cent of the farms enrolled as members.

Table 2. - Membership in cooperative associations

Name of association	: Number : of : members	: Percentage : of all : farms
Farmers' Union-----	: 102	: 13
Grain Marketing Association-----	: 90	: 12
Beet Growers' Association-----	: 88	: 12
Livestock-Shipping Association-----	: 55	: 7
Grange-----	: 3	: -
Other associations-----	: 17	: 2

Participation in Extension Activities and Contact with Extension Workers

In the case of 6 per cent of 765 farms from which records were obtained, the farm operator, his wife, or some other member of the family was either a local leader of extension work or had served in this capacity at some previous time. (Table 3.) Extension activities such as field demonstrations, field meetings, and the like had been conducted on 8 per cent of the farms and in 6 per cent of the farm homes. Sixty-one per cent of the farms had been represented in extension activities on neighbors' farms or at community centers. Boys and girls were either enrolled in club work or had been so enrolled in the past in the case of 16 per cent of all the farms.

Table 3. - Participation in extension activities and contact
with extension workers

Item	: Number	: Percentage
Records obtained-----	: 765	: 100
Farms represented by local leaders-----	: 48	: 6
Farms on which extension activities were conducted-----	: 60	: 8
Homes in which extension activities were conducted-----	: 48	: 6
Farms participating in other extension activities-----	: 467	: 61
Farms with boys and girls in club work-----	: 125	: 16
Farms reporting contact with:	:	:
Some member of the extension service-----	: 539	: 70
County agent-----	: 460	: 60
Home demonstration agent-----	: 259	: 34
Specialists-----	: 208	: 27

Contact with some representative of the extension service was reported by some member of the farm family in the case of 70 per cent of the farms. Sixty per cent of the farms reported being in touch with the county agent, 34 per cent with the home demonstration agent and 27 per cent with one or more of the subject-matter specialists located at the college.

Farms and Homes Reached

According to information furnished by the farmer and his wife, 75 per cent of all the farms from which information was obtained had been effectively reached by extension work, that is, reported having adopted one or more farm or home practices being taught by the extension service. (Table 4.) The average number of practices changed on these farms was 3. An average of 2.4 agricultural practices per farm was reported adopted in the case of 69 per cent of the farms. Thirty-one per cent of the farm homes had changed on the average 1.8 home economics practices.

Table 4. - Farms and homes reporting the adoption of new practices

Item	: Number	: Percentage
Farm records obtained-----	765	:
Farms on which some practices had been changed-----	573	: 75
Average number of practices changed per farm-----	3	: --
Farms on which agricultural practices had been changed----	530	: 69
Average number of agricultural practices changed-----	2.4	: --
Homes in which home-economics practices had been changed--	239	: 31
Average number of home-economics practices changed-----	1.8	: --
	:	:

Methods which Influenced Farms and Homes to Change Practices and Extension Agents Involved

In so far as it was possible to obtain the information, an effort was made to learn which of the common methods employed in extension work had in any way been responsible for influencing the farmer or farm woman to put into practice the teachings of the extension service. A record was also made of the extension agent or agents involved in each case. In some cases the adoption of the practice was due to the cumulative effect of several methods while in others the adoption was due to a particular effort. There were also cases where the farmer or the farm woman was willing to give the extension service credit for influencing him to accept an improved practice without his being able to clearly identify the influences which affected the adoption of such practices.

For purposes of this study, the common methods employed in extension work have been roughly divided into three groups: (1) The propaganda group, including general meetings, bulletins, circular letters, publicity, articles, and other means largely devoted to urging, in a wholesale way, the acceptance of better farm and home practices; (2) the personal-service group, including farm and home visits, office calls, correspondence and similar means largely concerned with rendering assistance to the individual farmer and farm woman; (3) the object-lesson group, including adult

and junior demonstrations, aiming to show by practical application the desirability of adopting certain improved practices. In the case of 327 or 57 per cent of the 573 farms reporting the adoption of some new practice, the influence of methods falling in the propaganda group were reported. Methods falling in the personal service group were reported by 249 or 43 per cent of the farms. Object-lesson methods were reported by 248 or 43 per cent of the farms. Indirect influences which could not be definitely assigned to the group of methods mentioned above were reported in the case of 315 farms or 55 per cent of the farms changing practices.

Seventy-seven per cent of the farms ~~reached~~ mentioned the influence of the county agricultural agent, 42 per cent the influence of the home demonstration agent and 12 per cent the influence of the subject-matter specialists. It will, of course, be noted that the same farm may have been influenced by methods falling in more than one group and by more than one kind of extension agent. (Table 5.)

Table 5. - Methods which influenced farms to change practices and extension agent involved

Item	Number	Percentage
Farms on which some practice had been changed-----	573	
Farms influenced by:		
Propaganda methods-----	327	57
Personal-service methods-----	249	43
Object-lesson methods-----	248	43
Indirect influences-----	316	55
County agent-----	441	77
Home demonstration agent-----	239	42
Specialists-----	68	12

Practices Changed and Influences Responsible

A total of 1,734 different farm and home practices were reported adopted by the 573 farms effectively reached by extension. One thousand three hundred two of these practices related to agriculture and 432 to home economics. The extension methods responsible for securing the acceptance of these practices as well as the extension agent involved were reported in each case. (Table 6.) The groups of methods maintained about the same general relationship to each other as in the case of farms reached above. Propaganda methods were reported in connection with 42 per cent of all the practices adopted, object lesson methods in connection with 31 per cent of the practices, personal service methods in 29 per cent of the practices and indirect influences in the case of 28 per cent of the practices. The county agricultural agent was mentioned in the case of 54 per cent of all practices changed, the home demonstration agent in connection with 29 per cent and the subject-matter specialist in connection with 7 per cent. In connection with the farms and practices influenced by the subject-matter specialists, it must be kept in mind that only a comparatively small number of specialists are employed by the agricultural college in Colorado, the number being approximately one specialist for each six counties in the State.

Table 6. - Methods which influenced changes in practices

Item	Number	Percentage
Practices changed-----	1734	
Agricultural practices changed-----	1302	
Home-economics practices changed-----	432	
Practices influenced by:		
Propaganda methods-----	731	42
Personal-service methods-----	497	29
Object-lesson methods-----	533	31
Indirect influences-----	491	28
County agent-----	939	54
Home demonstration agent-----	498	29
Specialists-----	115	7

The relative frequency with which the individual methods were reported is shown in Table 7. Meetings and indirect influences head the list with 28 per cent of the practices involved. Adult demonstrations follow closely, being reported in connection with 27 per cent of all practices. The office call, the farm visit, news service and extension bulletins are the other methods reported in the case of a considerable number of practices. The influence of the junior demonstration was reported in connection with 4 per cent of all practices.

Table 7. - Relative frequency with which extension methods were reported

Method	Percentage of practices changed
Indirect-----	28.3
Meetings-----	28.5
Adult demonstrations-----	26.9
Farm visits-----	14.9
Office calls-----	14.1
News service-----	12.6
Bulletins-----	11.7
Junior demonstrations-----	4.0
Extension schools-----	1.8
Correspondence-----	0.6
Telephone-----	0.3

A list of the practices reported adopted by at least 2 per cent of the farms and homes is given in Table 8. In the case of agricultural practices, 24 per cent of the farms reported growing one or more of the better varieties of wheat introduced into the county by the extension service. Fourteen per cent reported following methods advocated in poisoning grasshoppers. Fourteen per cent of the farms had culled poultry, 12 per cent were growing a better variety of corn, 12 per cent had poisoned prairie dogs and 10 per cent had received assistance in swine breeding.

In the case of home economics practices, the canning of fruits and vegetables heads the list with 17 per cent of the homes involved. Millinery practices were reported adopted by 8 per cent of the homes, general sewing by 10 per cent of the homes and 6 per cent of the homes had made gummed paper dress forms. A large number of miscellaneous agricultural and home economics practices involving less than two per cent of the farms and homes were also reported.

Table 8. - Improved practices adopted by two per cent of the farms or homes

Practice	Number of farms	Percentage of all farms
Agricultural practices:		
Wheat varieties-----	187	24.4
Poultry culling-----	111	14.5
Grasshopper poisoning-----	108	14.1
Corn varieties-----	96	12.5
Prairie dogs-----	89	11.7
Swine breeding-----	79	10.3
Wheat smut-----	68	8.9
Poultry (general)-----	37	4.8
Poultry breeding-----	36	4.7
Blackleg vaccination-----	34	4.4
Livestock marketing-----	33	4.3
Rye-----	29	3.8
Sudan grass-----	25	3.3
Barley-----	25	3.3
Dairy cattle breeding-----	25	3.3
Beef-cattle breeding-----	21	2.7
Rabbits-----	21	2.7
Oat varieties-----	20	2.6
Sweet clover-----	20	2.6
Alfalfa-----	18	2.4
Home-economics practices:		
Canning-----	131	17.1
Clothing (general)-----	80	10.5
Millinery-----	60	7.8
Dress forms-----	49	6.4
Clothing remodeling-----	22	2.9

Other Factors Influencing the Adoption of Practices

While the methods employed in extension teaching have undoubtedly been of considerable influence in bringing about the adoption of improved farm and home practices, there are many other factors such as type of farming, condition of land occupancy, size of farm, participation in extension activities and the like which have also had an important bearing upon the spread of improved practices. A discussion of some of these factors may help to bring out the differences between the farms reached by extension and the farms which have made no change in practices as a result of extension effort.

Irrigated vs. dry-land farming. - Twenty-five per cent of the farms included in the study were irrigated farms located in the Platte River valley. The remaining 75 per cent were dry-land farms located on the plains in both directions from the river. In the case of the irrigated farms, 63 per cent had been influenced by extension work to adopt one or more farm or home practices. In the case of the dry land farms, 79 per cent reported adopting practices taught by the extension service. The difference in favor of dry land farms is no doubt largely due to the fact that the growing of sugar beets is the principal industry in the irrigated sections. The sugar-beet companies have large numbers of agricultural agents from whom the farmers secure the greater part of their information with regard to better methods of handling sugar beets. The advantage of the dry-land farms as brought out in Table 9 is further emphasized by the fact that the percentage of tenants is about 10 per cent greater in the case of irrigated farms than in the case of dry-land farms.

Table 9. - Relation of irrigated and dry-land farming to farms changing practices

Item	:	:	:	Percentage of farms			:	Average number			
	:	Number:	Percentage:	changing practices			:	of practices			
	:	of	of all	Agri-	Home ec-	Any	:	changed			
	:	farms:	farms	:culture:	onomics	:practice	:				
Irrigated farms---	:	192	25	:	57	:	24	:	63	:	3.0
Dry-land farms----	:	573	75	:	73	:	34	:	79	:	3.0

Condition of land occupancy. - Where the operator of the farm was also the farm owner, the adoption of improved practices was reported in the case of 83 per cent of the farms. (Table 10.) Where the farms were operated by tenants, improved

Table 10. - Condition of land occupancy in relation to farms changing practices

Group	:Number:Percentage:		Average:	Percentage of farms			Average number
	of	of all	size	changing practices			of practices
	farms	farms		Agri-	Home ec-	Any	changed
	:	:	:	culture:	conomics	practice	
	:	:	Acres	:	:	:	:
Owners-----	437	57	384	79	34	83	3.3
	:	:	:	:	:	:	:
Tenants-----	328	43	316	57	27	64	2.5
	:	:	:	:	:	:	:

practices were reported in only 64 per cent of the cases. The average number of improved practices adopted per farm was also somewhat greater in the case of the owners. Apparently extension work has been somewhat more effective in Logan County in reaching farm owners than in reaching tenants. This seems to be true in both the case of the farm woman and the farm man. As brought out in connection with the discussion of Table 9, a proportionately larger number of the tenants were engaged in irrigated farming than in dry-land farming.

Size of farm. - For purposes of comparison, the 192 irrigated farms have been divided into three groups according to relative size. The 573 dry-land farms have been divided in a similar way. In Table 11, the small irrigated farms and the small dry land farms have been combined in one group. In a similar way the medium-sized irrigated and the medium-sized dry land, large irrigated and the large dry land farms have been grouped. It will be noted that 70 per cent of the small farms

Table 11. - Relation of size of farms to number of farms changing practices

Size	: Number :	: Average :	Percentage of farms			: Average number
	: of :	: size :	changing practices			: of practices
	: farms :		: Agri- :	: Home ec- :	: Any :	: changed
	:	: Acres :	: culture :	: onomics :	: practice :	
Small:	:	:	:	:	:	:
(100 acres and less,	:	:	:	:	:	:
irrigated or 240	:	:	:	:	:	:
acres and less, dry	:	:	:	:	:	:
land)-----	245 :	141 :	60 :	30 :	70 :	2.5
Medium:	:	:	:	:	:	:
(101-160 acres ir-	:	:	:	:	:	:
rigated or 241 -	:	:	:	:	:	:
400 acres dry land)---	264 :	287 :	67 :	31 :	72 :	2.9
Large:	:	:	:	:	:	:
(161 acres and over,	:	:	:	:	:	:
irrigated or 401	:	:	:	:	:	:
acres and over, dry	:	:	:	:	:	:
land)-----	256 :	630 :	80 :	33 :	83 :	3.5

reported the adoption of practices taught by the extension service as compared to 72 per cent of the medium-sized farms and 83 per cent of the large farms. The average number of practices changed per farm increases from 2.5 in the case of the small farms to 2.9 in the case of the medium-sized farms and 3.5 in the case of the large farms. The difference in favor of the large farms seems to be principally concerned with agricultural practices, the percentage of homes adopting home practices being about the same in all three groups. The operators of the larger farms, whether irrigated or dry land, are apparently making greater use of extension work than are the operators of the smaller farms.

Distance from extension office. - Are the farm operators and home makers living nearest the county extension office being reached more effectively than the farm operators and the home makers living at a distance? To throw some light on this question, the farms have been divided into groups according to the distance from the county extension office. (Table 12.) Sixty-six per cent of the farms located within 10 miles of the extension office reported changed practices. This was true of 71 per cent of the farms located between 10 and 19 miles and of 85 per cent of the farms located more than 20 miles away. The increase in percentage of farms reached with the greater distance from the county extension office is somewhat more true with the agricultural practices than with the home practices. The

farm located 25 or 30 miles from the extension office is apparently being reached even more effectively than the farm located from one to 10 miles away. In this connection, attention should be called to the fact that the extension office is located in the heart of the irrigated section which may account for part of the difference in favor of the farms located farthest away.

Table 12. - Relation of distance from extension office to farms changing practices

Group	:Number:	Percentage:	Percentage of farms			Average number
	: of :	: of all :	changing practices			: of practices
	: farms :	: farms :	: Agri- :	: Home ec- :	: Any :	: changed
	:	:	: culture :	: onomics :	: practice :	:
Under 10 miles-----	: 207 :	: 27 :	: 59 :	: 29 :	: 66 :	: 3.0
10 to 19 miles-----	: 269 :	: 35 :	: 67 :	: 28 :	: 71 :	: 3.3
20 miles and over-----	: 229 :	: 38 :	: 78 :	: 36 :	: 85 :	: 2.8

Nature of roads. - Two hundred forty-six or 32 per cent of all the farms were located on improved roads (concrete, macadam, gravel) while 519 farms or 68 per cent were located on unimproved roads. (Table 13.) Seven per cent more of the farms on unimproved roads than of the farms on improved roads reported the adoption of improved practices, indicating that the extension service reaches in equally as effective a manner, farms located on the unimproved cross roads and the farms located on the improved main thoroughfares.

Table 13. - Nature of roads in relation to farms changing practices

Group	:Number:	Percentage:	Percentage of farms			Average number
	: of :	: of all :	changing practices			: of practices
	: farms :	: farms :	: Agri- :	: Home ec- :	: Any :	: changed
	:	:	: culture :	: onomics :	: practice :	:
Located on improved roads-----	: 246 :	: 32 :	: 65 :	: 31 :	: 70 :	: 3.2
On unimproved roads----	: 519 :	: 68 :	: 71 :	: 31 :	: 77 :	: 3.0

Participation in extension activities. - Twelve per cent of the farms from which records were obtained had had extension activities conducted on the farm or in the home. (Table 14.) Ninety-nine per cent of the farms in this group reported the adoption of improved practices. An additional 51 per cent of the farms had attended extension activities on neighboring farms or at community centers. Eighty-five per cent of the farms in this group had adopted new practices. Thirty-seven per cent of the farms studied had not taken part in any extension activity. Fifty-four per cent of this group had changed farm or home practices. The average number

of practices changed by the farms reached in the first group was 5.2 as compared to 2.9 for the second group and 2.1 in the third group. The visiting of demonstration attendance at meetings, auto tours and the like have a very close relationship to the adoption of better practices. It is interesting to note, however, that more than one-half of the people not taking part in extension activities have been influenced to accept some of the practices taught.

Table 14. - Participation in extension activities as bearing on farms changing practices

Group	:Number:	Percentage :	Percentage of farms			:Average number
	: of :	: of all :	changing practices			: of practices
	:farms :	:farms :	: Agri-:	:Home ec-:	: Any :	: changed
	:	:	:culture:	:onomics :	:practice:	:
Farms having extension	:	:	:	:	:	:
activities on farm or	:	:	:	:	:	:
in home-----	: 89 :	: 12 :	: 96 :	: 68 :	: 99 :	: 5.2
Other farms participat-	:	:	:	:	:	:
ing in extension ac-	:	:	:	:	:	:
tivities-----	: 390 :	: 51 :	: 78 :	: 35 :	: 85 :	: 2.9
Farms not participat-	:	:	:	:	:	:
ing in extension ac-	:	:	:	:	:	:
tivities-----	: 286 :	: 37 :	: 49 :	: 14 :	: 54 :	: 2.1

Contact with extension workers. - Some member of the farm family had been in touch with a representative of the extension service in the case of 70 per cent of all the farms. (Table 15.) Eighty-eight per cent of the farms in this group changed practices as compared to 42 per cent of the farms not in touch with the extension workers. More than twice as many improved practices were reported

Table 15. - Contact with county extension agents and specialists as related to farms changing practices

Group	:Number:	Percentage :	Percentage of farms			:Average number
	: of :	: of all :	changing practices			: of practices
	:farms :	:farms :	: Agri-:	:Home ec-:	: Any :	: changed
	:	:	:culture:	:onomics :	:practice:	:
Farms having made con-	:	:	:	:	:	:
tacts with extension	:	:	:	:	:	:
workers-----	: 539 :	: 70 :	: 83 :	: 41 :	: 88 :	: 3.3
Farms having made no	:	:	:	:	:	:
contacts-----	: 226 :	: 30 :	: 36 :	: 8 :	: 42 :	: 1.5

adopted per farm in the first group as in the second group. Direct contact with extension workers through office calls, correspondence, farm visits, meetings and the like seems to have an important bearing upon the adoption of improved practices. Participation in extension activities, however, would seem to be of greater value in spreading improved practices than mere contact with extension workers. There is naturally a very close relationship between contact with extension workers and participation in extension activities since many of the contacts are made at demonstration meetings, community meetings and similar events.

Boys' and Girls' Club Work

One hundred eighty-eight boys and girls from 125 of the farms were either enrolled in club project work or had been so enrolled at some previous time. (Table 16.) These 188 boys and girls are 21 per cent of all the children on the farms studied between the ages of 10 and 20 years. The 125 farms represented in club work are 33 per cent of the farms with children of club age. Junior demonstrations were reported as having influenced 4 per cent of all the farm and home practices changed.

Table 16.- Farms and children in junior project work

Farm and home records obtained-----	765
Farms with children under 21 years-----	582
Farms with children of club age (10 - 20 years)-----	379
Number of children of club age (10 - 20 years)-----	897
Farms with boys and girls in junior project work-----	125
Percentage of farms with children of club age-----	33
Number of boys and girls in junior project work-----	188
Percentage of boys and girls of club age (10 - 20 years)-----	21

Attitude Toward Extension

An effort was made in the case of all the farms to learn the farmer's and the farm woman's attitude toward the extension service. (Table 17.) Sixty-six per cent of the 765 farms were reported favorable to the extension service. Twenty-nine per cent of the farms were luke warm or indifferent. Two per cent of the farms were actively opposed to extension work. In the case of the remaining three per cent of the farms, no attitude was recorded. The opposition to extension work among rural people is so slight as to be of little concern. The fact, however, that nearly one farmer out of three is not interested in extension is of great concern to extension agents.

Table 17. - Attitude toward extension

Item	Number	Percentage
Farm records obtained-----	765	100
Farms reported favorable-----	508	66
Farms reported indifferent-----	219	29
Farms reported opposed-----	14	2
Farms reporting no attitude-----	24	3

Summary

The study included 765 farms or 94 per cent of all the farms located in the southern half of Logan County, Colo.

In the case of 75 per cent of the farms, or three out of every four, improved farm or home practices taught by the extension service had been put into practice.

A total of 1,734 different practices were reported changed. This is an average of 3 practices per farm reached.

Fifty-seven per cent of the 573 farms changing practices reported the influence of propaganda methods. Personal-service methods were reported by 43 per cent of the farms reached; and object-lesson methods by the same percentage. Fifty-five per cent of the farms changing practices mentioned indirect influence.

Of the 1,734 practices reported, propaganda methods were cited in the case of 42 per cent, object-lesson methods in 31 per cent, personal-service methods in 29 per cent, and indirect influence in connection with 28 per cent of the practice.

Seventy-nine per cent of the dry-land farms reported changed practices as compared to 63 per cent of the irrigated farms.

Where the farms were operated by their owners, 83 per cent changed practices as compared to 64 per cent where the farms were operated by tenants.

A slightly larger proportion of the large farms than of the small farms had been reached by extension.

Distance from the extension office and nature of roads do not seem to be of great significance, since a slightly larger percentage of the farms farther away as compared to those located close to the extension office, and of those located on unimproved roads as compared to improved roads, had accepted new practices.

Where members of the farm family had attended meetings or taken part in other extension activities, practices taught by the extension service had been accepted in more than 9 cases out of every 10. Where extension activities had not been participated in, only 5 farms out of 10 changed practices. More than twice as many practices were also adopted by the farms in the first group as by the farms in the second group.

Twice as many of the farms having been in touch with extension agents adopted improved practices as of the farms not enjoying such contact. Those in touch with extension agents were also reached twice as intensively.

Twenty-one per cent of the boys and girls of club age were enrolled in club projects or had been so enrolled.

Two farms out of three were reported favorable to extension work while only one farm out of 50 was opposed.

How to reach more farms and to get all farmers and home makers to adopt more improved practices is the question ever present with extension workers.

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